



How to get the Public Active in Water Quality Issues



Get Active!



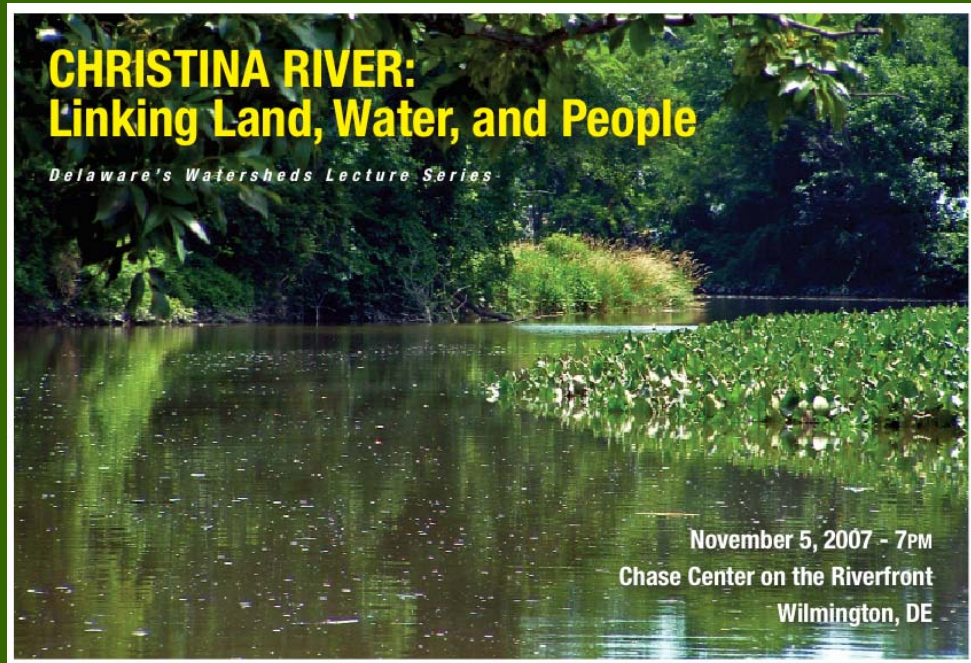
How to Reach New Audiences?



- Partnerships
- Targeted Mailing
- Press Releases

How do You Bring Them In?

The Hook




- Attractive presentation
- Free admission
- Free Food
- Timing & Location

Attractive Presentation

- Color Photo
- Catchy Title
- Short Description

WATERSHED LECTURE SERIES




Red Clay Creek:
Flood or Drought – Where's the Balance?
Tues., Oct. 10 • 7:00 PM • Ashland Nature Center


What can be done about the floods that seem to have become regular events in the Red Clay Watershed? Learn more through a virtual tour of the watershed with Jim Jordan, of the Red Clay Valley Association; insights on the connection between land use and flooding from Jerry Kauffman, Director of Watershed Policy, P.E and State Water Coordinator; and a description of efforts to minimize water level extremes by Jim Eisenhardt and Chris Whallon from Duffield Associates.

Red Clay Creek: *On the Road to Recovery*
Wed., Nov. 8 • 7:00 PM • Ashland Nature Center


After a long history of industrial pollution, the Red Clay Creek is on the road to recovery. Discover the unique aspects of this watershed with Jim Jordan, of the Red Clay Valley Association; hear a bi-state perspective about the biological health of the stream from Drew Rief of the United States Geological Survey and Ellen Dickey from the Delaware Department of Natural Resources and Environmental Control; and learn about an important cost saving program for homeowners from Jessie Benjamin of Taproot Native Design and in partnership with Stroud Water Research Center.


DELAWARE
NATURE
SOCIETY






United Water





DUFFIELD
ASSOCIATES

Consultants in the Geosciences



Red Clay
Valley
Association

Free Admission



- Make it Easy
- Make it Free
- Did I mention
FREE?

Free Food or Other Giveaways



- Offer something to give them
- Doesn't have to be elaborate
- Did I mention it was FREE?

Timing & Location



- Hold it at a centrally located venue
- Set a time that the most people can attend
- Make it convenient

Partnerships



- Increases financial help
- Expands mailing lists
- Adds expertise



Marketing Message



Healing a Wounded Stream: Pike Creek Restoration

Tuesday, April 25th - 6pm for tour
- 7pm for presentation

The Independence School Gymnasium

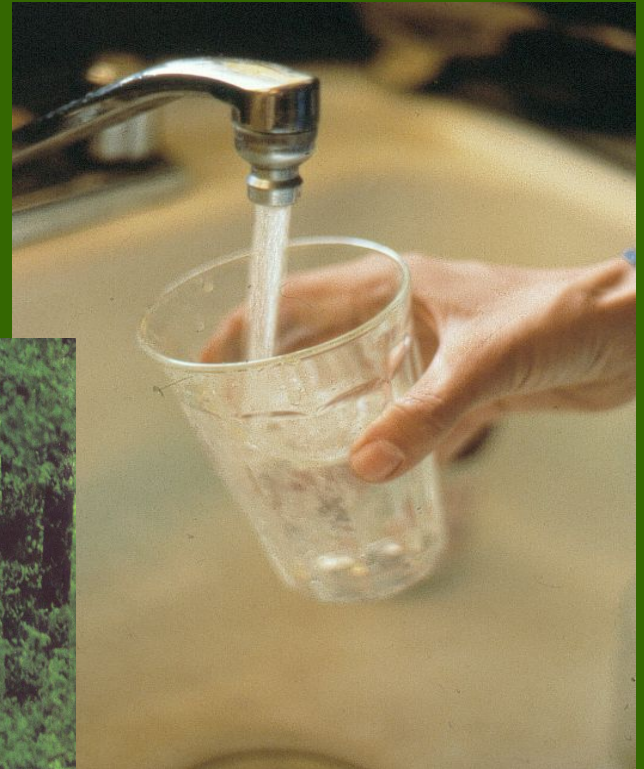
The *Pike Creek* has undergone a dramatic change where it flows through The Three Little Baker's Golf Course. Find out what Delaware's Department's of Natural Resources and Transportation has done to protect and enhance the *Pike Creek* - providing flood protection to everyone in the *Pike Creek* watershed. Discover what can be done in your backyard to reduce the effects of stormwater runoff.

***RSVP** by phone 302-239-2334 ext. 100 or
by email
ginger@delawarenaturesociety.org

The Independence School is located at
1300 Paper Mill Road, Newark

- Why this issue is important to them
- The problem
- Action!

Why This Issue is Important to Them



Why This Issue is Important to Them



- How does this affect the public?
- Use specific examples



The Problem




- Public must know there IS a Problem
- Use specific examples

And when your pet goes on the lawn, remember it
doesn't just go on the lawn...

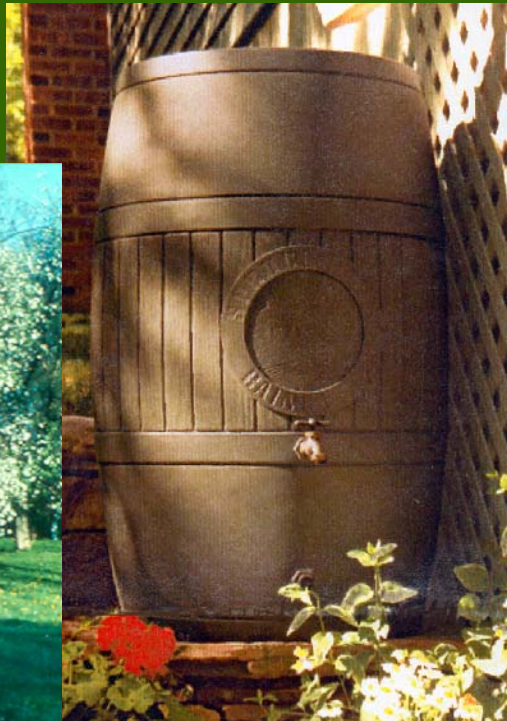
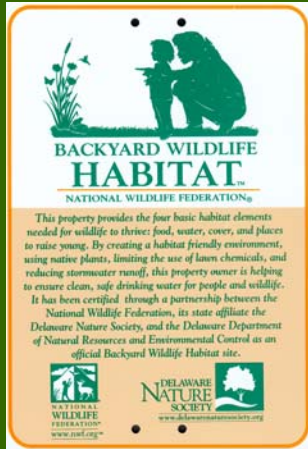


Washington State Department of Ecology, King County, and the cities of Bellevue, Seattle, and Tacoma

A man in a blue and white striped shirt and green shorts is using a manual spreader to fertilize a lawn. He is standing on a body of water, and the spreader is also in the water. The background shows a blue sky with white clouds and a distant shoreline.

And when you're fertilizing the lawn,
remember you're not just fertilizing the lawn...

Take Home Message



- You can't give just bad news
- Must offer something concrete that people can do to combat the problem
- It must be Easy & Inexpensive



Get the scoop on your pet...

When your pet goes for a stroll, scoop up the waste he leaves behind and flush it down the toilet or dispose in the trash.





The average homeowner applies 10 times more fertilizer per acre than the average farmer!

Eliminate or minimize the use of chemical fertilizers

- Test your soil
- Apply in dry weather and clean up spills
- Use compost

Challenges



- Attitudes - Public & Environmental Community
- NPS Water Quality Issues are Complex
- Partnerships - Meshing & Coordination of Agendas



Attitudes



- Our Attitude
 - Be Realistic
 - Be Optimistic
- Public Attitude
 - Repetition
 - Time

NPS Water Quality Issues are Complex



- There is no silver bullet
- Each watershed is unique
- Every citizen can have a positive impact

Thanks to the following organizations for making available  additional slides to incorporate into this presentation:

- Christina Basin Water Quality Management Strategy, University of Delaware and Chester County, Pennsylvania
- Delaware Department of Natural Resources and Environmental Control
- Delaware Nature Society
- Save Our Streams
- National Wildlife Federation
- Washington State Department of Ecology, King County, and the cities of Bellevue, Seattle, and Tacoma